

# **MONTANA**

## **FALL PREVENTION**

## **AWARENESS TOOLKIT**

# **2010**

**Prepared by the Montana Fall Prevention  
Workgroup**



## **The Purpose of this Toolkit**

September 23<sup>rd</sup> is the first day of fall and will be celebrated across the nation as Fall Prevention Awareness Day. The week of September 20-24 is Fall Prevention Awareness week and the month of September (and even October) is considered Fall Prevention Awareness month(s).

Other national events that coincide with the Fall Prevention Day Awareness campaign include:

- Active Aging Week (September 20-24, 2010)
- National Senior Center Month (September 2010)
- National Arthritis Month (October, 2010)

This toolkit was developed by the Montana Fall Prevention Workgroup to assist local communities across the state in your effort to raise awareness about fall prevention strategies, particularly among older adults age 65+, the age population with the highest risk of death from falls. We hope you find the information included in this toolkit useful in promoting fall prevention activities in your community.

## **Ideas for promoting fall prevention awareness in your community**

- Develop and distribute a press release, fact sheets & public service announcements on falls and prevention tips to local aging service members, healthcare providers, newsletters and media. (See attached tools in the toolkit to help with this effort.)
- Promote the local Aging Horizons television show dedicated to fall prevention that will be aired during the week of September 20<sup>th</sup>, on the Big Sky channel. For more information, go to <http://www.aging.mt.gov>.
- Host a senior health fairs where information on vision and hearing exams, mobility and balance assessments, and medication reviews can be included.
- Distribute the table placemats to restaurants, hospitals, assisted living and nursing homes in your community.
- Have local pharmacy stores provide an information sheet on fall prevention strategies on all medication refills for older adults.
- Promote the Attorney General's Operation Medicine Cabinet Medication Take Back program on September 25<sup>th</sup> (if it is in your community). For more information, go to: <http://www.doj.mt.gov/rxabuse/storagedisposal.asp>
- Encourage LOWE's Home Improvement Stores to partner with local agencies during Fall Prevention Week. Various LOWE's stores will be setting up a home safety booth in their store with store items such as flashlights, automatic night lights, throw rug tacks, grab bars, etc.
- Promote the Arthritis Foundation Life Improvement Series, a program designed specifically for people with arthritis. They have been proven to control and reduce pain through physical activity and an awareness of the disease. Each of these programs is led by an Arthritis Foundation certified instructor who has been trained to teach you the skills you need to help you feel better. The Arthritis Foundation's Aquatic and Exercise Programs use gentle activities to help increase joint flexibility and range of motion and help maintain muscle strength. For more information, contact Carrie Strike, 461-8368 – Rocky Mountain Arthritis Foundation Chapter to learn about the availability of these programs in your community.

# Media Promotion Tip Sheet



This tip sheet was developed by the National Coalition on Aging Falls Free Coalition

## Advance Planning

- Determine your message: What are you promoting? Are you having an event, or just promoting your participation in the awareness day?
- Determine if you need a press release or a media advisory (or both). Templates for both are attached in this toolkit. Here is how each can be used.
  - A **press release** targets a broader audience, often via a PR “wire” service that enables it to reach far and wide. In this case, it promotes your participation in the day, seeking general attention to the issue.
  - A **media advisory** is sent to a more targeted audience, often in advance of an event, and if you expect them to cover the story in more depth. If you are hosting a special event and want the media to show up, the advisory is the best tool.
- Determine your media: Who do you want to tell, and what do you want them to do with the information? The answer will guide you to the right media. Depending on your plans for Falls Prevention Awareness Day, you may be trying to:
  - Reach the general public to invite them to an event, or get them to sign up for classes
  - Reach organizations in health and nonprofit who may want to run programs
  - Reach policymakers to encourage funding of falls programs
- If you are unsure of the right media targets for your audience, ask a few people in your target group to list their most trusted media sources. In addition, many media sources provide readership data in their media kits, posted on their websites under “advertiser information.”
- Now, figure out *who* you need to contact at each publication or outlet. Most media sources have reporters with specialized “beats.” Target aging, health and wellness, community events, etc. Research contacts online to determine what type of stories they write, and their typical interests.
- If the event is open to the public, you should also submit to community calendars (online, print, TV, radio, etc).
- Beyond the mainstream, consider alternative new source that can be valuable targets, such as
  - Trade media, trade organizations’ newsletters
  - Online trade and consumer media sources.
  - Topical and related blogs (some have very large readership)
  - College, University, senior center or other community event newsletters

## Write and Distribute

- Customize your press release or media advisory using the templates created by the Falls Free™ Coalition. Include local quotes if possible.
- Send out your information. If you are using the media advisory to invite media to a specific event, send two weeks to 10 days in advance of your event or program. If you are using the press release to announce participation, 5-10 days prior should be sufficient.

The Falls Free™ Coalition is providing access to B-Roll, which are video clips for use by the TV news media. You should include the URLs with any release or advisory send to TV media. (Note: ver1 is about 1 min long and ver2 is about 2.5 min). Both videos are available in three formats:

[http://dl.dropbox.com/u/10357607/ver1\\_dv.mov](http://dl.dropbox.com/u/10357607/ver1_dv.mov)

[http://dl.dropbox.com/u/10357607/ver2\\_dv.mov](http://dl.dropbox.com/u/10357607/ver2_dv.mov)

*Specs: 720 x 480, exported as dv, pixel ratio .9.*

*These files can be compressed by the client to suit their own needs. Files are TV-ready.*

[http://dl.dropbox.com/u/10357607/ver1\\_h264.mov](http://dl.dropbox.com/u/10357607/ver1_h264.mov)

[http://dl.dropbox.com/u/10357607/ver2\\_h264.mov](http://dl.dropbox.com/u/10357607/ver2_h264.mov)

*Specs: 640 x 480, compressed as H.264, square pixels, high data rate.*

[http://dl.dropbox.com/u/10357607/ver1\\_web.mov](http://dl.dropbox.com/u/10357607/ver1_web.mov)

[http://dl.dropbox.com/u/10357607/ver2\\_web.mov](http://dl.dropbox.com/u/10357607/ver2_web.mov)

*Specs: 320 x 240, H.264, 480kbps, square pixels.*

These files are encoded for review purposes and are the only files suitable for Web distribution. You might use these to show folks what the videos look like.

- Identify someone to be the main contact. Media will want quotes from an expert on every story. In addition, if media requests national perspective Lynn Beattie, VP Injury Prevention, NCOA; Judy Stevens, Epidemiologist, CDC; and AoA are available as ‘national experts.’

For Lynn Beattie, media should contact:

202-479-6698, [Bonita.beattie@ncoa.org](mailto:Bonita.beattie@ncoa.org)

For CDC/Judy Stevens, media should contact:

Gail Hayes, MS, Senior Press Officer

CDC Injury Center, Atlanta, GA

770-488-4902, [shayes@cdc.gov](mailto:shayes@cdc.gov)

For AoA, media should contact:

Moya Thompson

202-357-3507, [Moya.Thompson@aoa.hhs.gov](mailto:Moya.Thompson@aoa.hhs.gov)

For Montana Department of Public Health & Human Services, media should contact:

Bobbi Perkins, Injury Prevention Coordinator

406-444-4126, [bperkins@mt.gov](mailto:bperkins@mt.gov)

## Follow Up

- A few days after you send your release or advisory, follow up by phone.
- To get TV media to attend your event, call the assignment desk and ask if your event is in the day book for the appropriate day. They may tell you to call back closer to the event – 24 hours is a good timeframe for final follow up.
- Some tips for pitching your story:
  - **Be Brief:** give high level short information first. If interested, they will ask for more details.
  - **Be Relevant:** make the story relevant to the readers
  - **Be Emotional:** let them know you care about the issue – they will too.
  - **Repeat, Rephrase and Reinforce:** Key points are worth repeating!
- If a reporter expresses interest in attending your event, send them a reminder email or call 24 hours prior to the event.
- If you sent your release or advisory via a newswire service, search for media pickup within 24 hours and for the next few days. A simple way to search is via Google, using the general search and/or the news button. Complete the same search under Google's blog listing (found under the "more" tab in the main search bar.) You may find that an influential blogger has picked up your story, and you can get engaged in a dialogue that touches those who care most about your issue.
- Keep trying! Develop relationships with a few key media contacts and keep in touch with them about newsworthy items related to your topic.
- Build your relationship with these reporters by volunteering commentary when there is relevant news in your industry. If you help them out as a quotable source, they are often more receptive to your future story ideas.

## QUESTIONS

If you have more questions on how to use the media tools, please contact Ken Schwartz at [Ken.Schwartz@ncoa.org](mailto:Ken.Schwartz@ncoa.org)

## **Additional Resources**

### **NCOA National Senior Month website**

[http://www.ncoa.org/strengthening-community-organizations/senior-centers/national-senior-center-month-1.html?utm\\_source=CHAEnews\\_1008&utm\\_medium=newsletter&utm\\_campaign=CHAEnews](http://www.ncoa.org/strengthening-community-organizations/senior-centers/national-senior-center-month-1.html?utm_source=CHAEnews_1008&utm_medium=newsletter&utm_campaign=CHAEnews)

### **National Senior Center Toolkit – Program Ideas for National Senior Center Month**

[http://www.ncoa.org/assets/files/2010\\_Natl-Sr-Ctr-Month-Program\\_final-in-word.pdf](http://www.ncoa.org/assets/files/2010_Natl-Sr-Ctr-Month-Program_final-in-word.pdf)

### **National Council on Aging (NCOA) website - National Fall Prevention Day Campaign**

<http://www.healthyagingprograms.org/content.asp?sectionid=149>

### **Active Aging Week – <http://www.icaa.cc/aaw.htm>**

### **Montana Gerontology Education Center - <http://mtgec.umontana.edu/>**

### **MT Arthritis Foundation - <http://www.arthritis.org/chapters/rocky-mountain/>**

### **Operation Medicine Cabinet - <http://www.doj.mt.gov/rxabuse/storagedisposal.asp>**

### **Montana DPHHS Injury Prevention Program - <http://www.dphhs.mt.gov/ems/>**

### **Montana DPHHS Senior & Long Term Care - <http://www.dphhs.mt.gov/sltc/index.shtml>**